



The Assembly Hall Theatre

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Director of Change & Communities

A new theatre for Tunbridge Wells

THE ASSEMBLY HALL THEATRE

THE ASSEMBLY HALL

◆
Washed & Warmed Air

◆
Wonders of Science in
£57,000 Building

◆
INGENIOUS PROVISION
FOR BROADCASTS



MR. PERCY THOMAS, O.B.E., LL.D.,
P.F.R.I.B.A.,
Architect of the Civic Centre.

Washed, purified, continually changed and heated air . . . a stage that is the equal of any in the West End . . . a floor that can be either "sprung" for dancing or "locked" for other occasions . . . these are some of the features that are going to make the Assembly Hall, opened by the Marchioness Camden on Wednesday, the most popular rendezvous in the Borough for functions of all kinds.

There is scarcely a purpose for which the Assembly Hall cannot be used. The most spectacular London production can be put on the stage; the finest orchestral concerts in England can be organised there; it will accommodate the largest public meeting Tunbridge Wells is likely to have; films can be shown with the best results; banquets held there will be a pleasure to attend, and—a hitherto unrevealed fact—it is the first hall in England to be constructed for immediate and effective adaptation as a broadcasting studio.

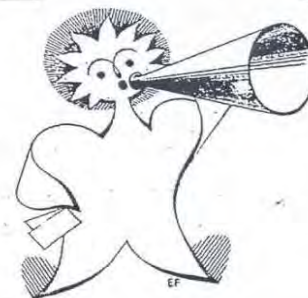
The latter characteristic is devised by special overlapping "flaps" at the

floor of Austrian oak measures 80ft. by 60ft.; and can comfortably dance 700.

It is a simple operation to "lock" the springs when the hall is required for such events as public meetings or dinners. The hall seats between 1,200 and 1,300.

Entirely unsupported from the floor, the ceiling of fibrous plaster is plainly moulded in a deep cornice, a square and then a carved soffit with square panelled recesses outlined in green and silver. Plain bands of green and silver relieve the wide expanse of the cornice, from which ten chandeliers 11ft. deep are suspended.

Servants of the Public



THE most up-to-date public services in Tunbridge Wells put their trust in the most up-to-date fuel—**GAS**.

The new **Assembly Hall** has an **all-gas kitchen**, with double-oven Cooker, Hot Closet, Steamer, Toaster, Ham and Vegetable Boiler, and Coffee and Milk Set.

The new **Police Quarters** have a **Gas** cooker; also a **Gas** boiling-water Heater for speedy tea-making.

GAS

PUBLIC SERVANT NO. 1
Cheaper — Faster — Hotter

TUNBRIDGE WELLS GAS COMPANY

Chief Offices and Showrooms — 44, HIGH STREET.

Telephone No. 2141

24TH May 1939!

- Theatre
- Cinema
- Ballroom (it has a sprung floor)
- Banqueting Hall
- Conference Chamber
- Opera House
- Concert Hall
- Broadcasting Studio

Challenges

FACING THEATRE

Challenges

- Competition – the changing leisure market
 - Demographic changes
 - Aging population
 - Only 10% of theatre goers are over 65 (SOLT 2010)
 - Economic changes
 - Few people in work, less disposable income, for those working less leisure time
 - 55% of theatre goers are in full time work (SOLT 2010)
 - But – nationally attendances are holding up - 21% up compared to 2005(Mintel 2010)

All Mirror Users

Auto ▶

Beauty ▶

Charity & Eco ▶

Clothing ▶

Entertainment ▶

Action Movie Lovers

Animation Lovers

Art Lovers

Basketball Enthusiasts

Bingo Enthusiasts

Children's Book Buyers

Cinema Goers

Classic Movie Lovers

Comedy Lovers

Family Entertainment Buyers

Family Movie Lovers

Fantasy Movie Lovers

Fashion Enthusiasts

Football Enthusiasts

Golf Enthusiasts

% Reach
 **6.6%** ?

Theatre Goers are cultural enthusiasts who make regular trips to the theatre. They have a strong female bias. They enjoy reading books and newspapers and like attending the latest cultural happenings. Keen travelers, they are open to new experiences and fun outings with family and friends.


Theatre Goers Demographics



About Theatre Goers

			index
Age	Under 18	6%	75
	18-24	13%	81
	25-34	15%	75
	35-44	22%	105
	45-54	21%	117
	55+	23%	127

Gender

	Female	79%	127
	Male	21%	50

Children

	No kids	47%	92
	Expecting	1%	100
	Pre-school	5%	62

Tag Cloud

night
 newspaper
 romantic
 reader
 reading
 cultur

Defining Images



Challenges (cont)

- Competition – in sector
 - Who are we?
 - 980 seats, ‘eclectic offering’, low subsidy, issues with theatre especially compared to newer builds
 - Public tolerance of poor conditions (shortage of toilets, cramped bars and foyers, inadequate legroom, lack of comfort cooling) is becoming strained as comparisons are made with cinemas and the national subsidised theatres (MORI 2000)
 - The local market
 - Canterbury, Brighton, London
 - E.g. New Marlowe (cost £25.5m 1200 seats (main), high subsidy)

Challenges (cont)

- Technology
 - 3D?
 - Mobile technology
 - www.suchtweetsorrow.com
 - Live broadcasts
 - www.hilbrow.tv
 - www.nationaltheatre.org.uk/?lid=52955
 - E.g. Frankenstein, King Lear

MUDLARK AND THE ROYAL SHAKESPEARE COMPANY PRESENT

Such Tweet Sorrow

What is this all about?



Two families in the same town have loathed each other for generations. A young boy from one and a girl from the other fall in love. Their love is destructive. You know the tale of Romeo and Juliet. This story is happening live and in real time - in modern day. The characters live the story over the five weeks of the production. You can experience it with them. Find out more.

Home Live timeline The story so far About Cast and crew Community **Jago**

Here is what's been happening recently on Such Tweet Sorrow. Below you'll find the very latest tweets from the cast. Everything that happens is being captured in the [Live Timeline](#).

Latest Tweets



REPLY



RETWEET

And so ends a very long and stressful day! For a recap tune into @infomorning tomorrow at 07:45. #cbcns #nspolitics



The



HIBROW

HIBROW

HIBROW, COMING SOON...

ARTS GRATI

"Hibrow 'curators' have been drawn from all fields of creative endeavour and their diverse repertoire that ranges from the popular to the experimental; they are their status, recommendations and opinions will attract loyal audiences."

National Theatre Live

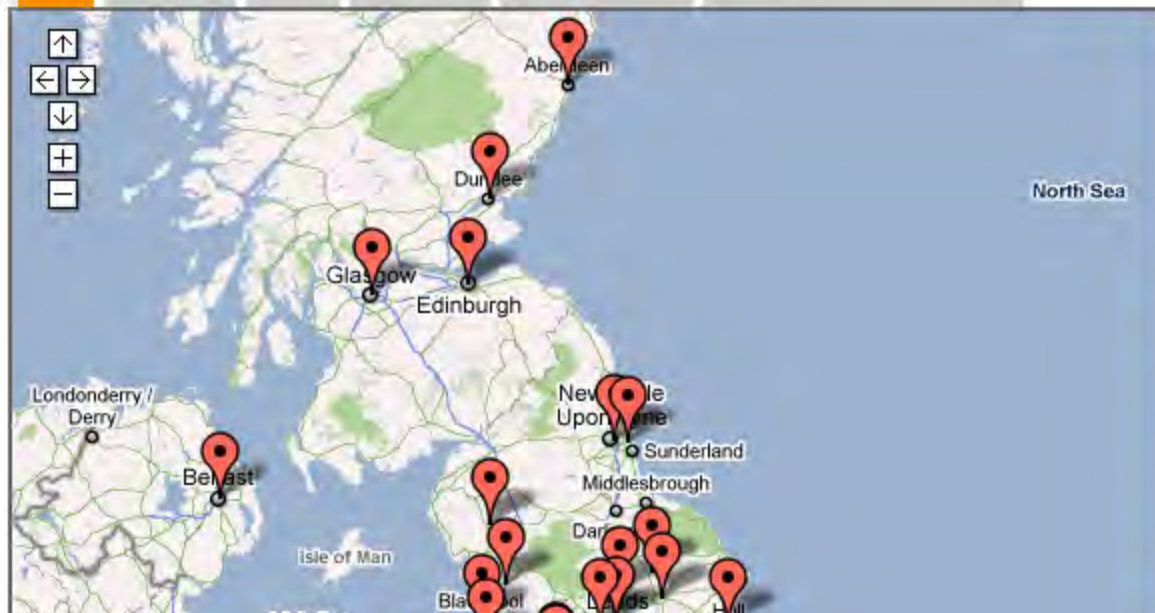
Best of British theatre broadcast
live to cinemas around the world

[Home](#) [Productions](#) [Venues & Booking](#)

NT : National Theatre Live : Venues & Booking : UK Venues

Click, drag and zoom on the map or use the list on the right venue.

- UK**
- Europe
- USA
- Canada
- South Africa
- Australia/New Zealand



[Aberdeen - Bel](#)

[Aberystwyth - A](#)

[Aldeburgh - Cin](#)

Not showing revers

[Ambleside - Zef](#)

[Ashford - Cinew](#)

[Basingstoke - C](#)

[Bath - The Little](#)

[Belfast - Queen](#)

[Birmingham - C](#)

Local challenges

THE AHT TODAY



The positives

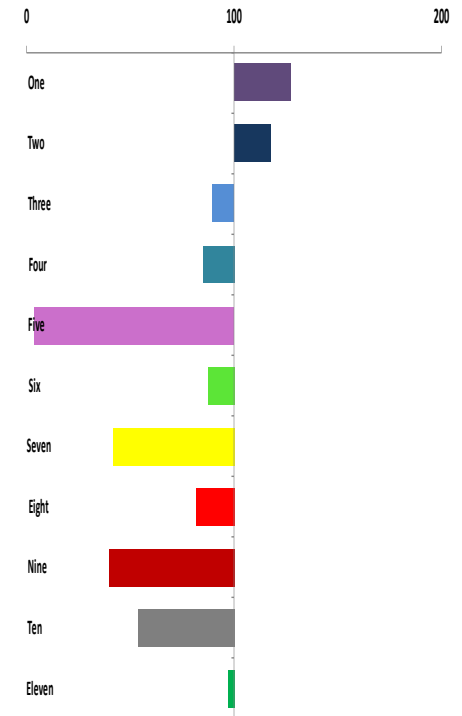
- Location & parking
- Reputation & public support
- Good product
 - 300 productions p.a.
 - 150,000 patrons
 - 36 sold out shows

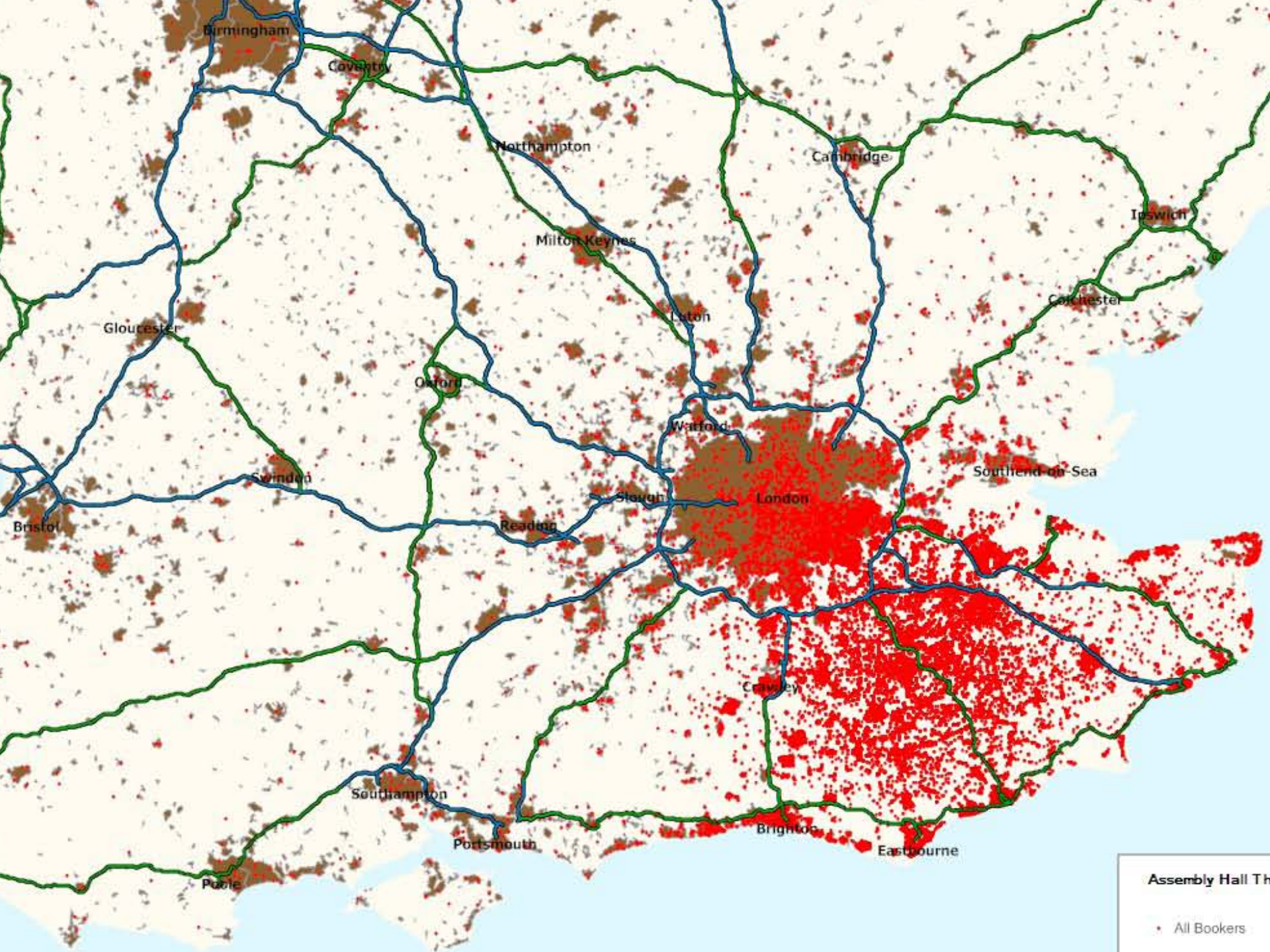
Mosaic Profiling informs programme development!

Customer Profiling of Assembly Hall Patrons Data

	Households in Assembly Hall Patrons	Assembly Hall Patrons Profile	Households in Borough	Borough Profile	Penetration of Assembly Hall Patrons within Borough	Assembly Hall Patrons Index
One	8039 / 19321	42%	14472 / 44319	33%	56%	127.42 Above Average
Two	2918 / 19321	15%	5687 / 44319	13%	51%	117.70 Average
Three	2241 / 19321	12%	5735 / 44319	13%	39%	89.63 Below Average
Four	1063 / 19321	6%	2874 / 44319	6%	37%	84.84 Below Average
Five	1 / 19321	0%	63 / 44319	0%	2%	3.64 Low
Six	979 / 19321	5%	2569 / 44319	6%	38%	87.41 Below Average
Seven	218 / 19321	1%	1203 / 44319	3%	18%	41.57 Low
Eight	1558 / 19321	8%	4391 / 44319	10%	35%	81.39 Below Average
Nine	467 / 19321	2%	2692 / 44319	6%	17%	39.79 Low
Ten	150 / 19321	1%	641 / 44319	1%	23%	53.68 Low
Eleven	1687 / 19321	9%	3992 / 44319	9%	42%	96.94 Average

Assembly Hall Patrons Index





The negatives

- Local transport issues
- Building issues
 - Number of seats
 - Quality of seating
 - Linear nature
 - Sound quality
 - “Get in, get out”
 - Limited wing space
 - Limited circulation/bar space

The competition

MODERN THEATRES

Modern theatre design

- Big or small?
 - 1000/1200 for West end shows
- Wrap around not linear
 - Proximity to performance
 - Personal
- Improvements to technical infrastructure
 - Acoustics
 - Stage
 - Back stage
 - Access





RIVERSIDE
WATERSIDE
THEATRE





The new
ITN Studios
The new
Considerate Constructors
Jackson

HO Jackson

This site is registered with
the Considerate Constructors Scheme
**Improving the Image
of Construction**
New Number for the Contact
0800 7831423
www.ccscheme.org.uk

The new
ITN Studios
The new
Considerate Constructors
The production
has started
Opening
Autumn 2011





A new theatre for Tunbridge Wells?

THE ASSEMBLY HALL THEATRE

Conclusions

- Fantastic service limited by the infrastructure
- Need to protect cultural offering/heritage by looking forward
- Need a shared vision
 - “Offering” – what do the public want to see?
 - How can it be provided cost effectively and therefore be sustainable?
 - How can it meet modern day expectations and the expectations of future generations?

Thank you

